



Dianne M. Segura, M.P.A., Senior Director of Public Affairs
Washington State Department of Social & Health Services
Office of Communications



Meet Dianne M. Segura

Dianne M. Segura brings a wealth of expertise in marketing, public affairs and communication strategies to her position as Senior Director of Public Affairs for the Office of Communications.

Her professional expertise includes work for the private and public sectors, which include President Barack Obama, the State of California, City of Los Angeles, the CA Long-Term Care Ombudsman Association, Public Advocates and as an entrepreneur through her successful communications consulting firm. Her vision for engagement with stakeholders focuses on empowerment and relevance. The U.S. Hispanic Chamber of Commerce has nationally recognized her work as her career includes advocacy, stakeholder outreach and policy development for numerous state and federal programs, as well as more than a decade in launching successful outreach and communication programs for corporations and non-profits.

Her work at DSHS will include strengthening the organization's relationship with its stakeholders, providing direction and strategic vision to the agency's communications office, which includes overseeing the department's external and internal communications work, visual communications, victim-witness notification, constituent services and mentoring programs.

The former YWCA executive director was most recently leading public affairs direction for the Hispanic Information Television Network in NYC and was an adjunct faculty member for the second largest community college district in the country, the Maricopa Community College District.

Dianne is a graduate of City University of New York (CUNY) with a Master's in Public Administration with an emphasis in Public Policy, and received her B.A. in Organizational Communications from Arizona State University. She is also a National Urban League Fellow and a graduate of the U.S. Department of Education TRIO program, which recently honored her as an individual who exemplifies the program's promise and vision.